Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

SKU: 9780135384107-TEST-BANK

Marketing Research for Marketers, 1e **(Callegher)**
Chapter 1 Marketing Research Explained

1) Even if marketing research is conducted inadequately, some information is better than none at all.
Answer: FALSE
Diff: 1 Type: TF
Skill: Recall
LO: 1.1 Explain why it is important for marketers to be competent in marketing research

2) You must pass a certification exam to become an MRP.
Answer: FALSE
Diff: 1 Type: TF
Skill: Recall
LO: 1.1 Explain why it is important for marketers to be competent in marketing research

3) There is a critical need in organizations for marketers who are competent in marketing research.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.1 Explain why it is important for marketers to be competent in marketing research

4) The long-term success of a company relies on having ongoing conversations with the target group.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.2 Provide a technical definition and a marketer's definition of marketing research

5) Marketing research conversations are sometimes irrational.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.3 Explain marketing research in terms of a conversation with members of a target group

6) Quantitative research is considered conclusive.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

7) Qualitative research is the best choice to determine the percentage of people who would purchase a new product.
Answer: FALSE
Diff: 2 Type: TF
Skill: Applied
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

8) Qualitative research questions are less structured.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

9) The purpose of marketing research is to help organizations reduce their risk in making decisions.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.5 Explain the role of marketing research in business decision-making

10) In the field of market research, the term "sustainability" refers to making a company more environmentally friendly.
Answer: FALSE
Diff: 1 Type: TF
Skill: Recall
LO: 1.5 Explain the role of marketing research in business decision-making

11) There is more marketing research activity happening than what the statistics show.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.6 Outline the role of professional associations in the marketing research industry

12) To become a member of ESOMAR, you need to complete a certification exam.
Answer: FALSE
Diff: 1 Type: TF
Skill: Recall
LO: 1.6 Outline the role of professional associations in the marketing research industry

13) A market researcher should meet with their client to review the initial results of a project before the final report is completed.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

14) Research participants often find it difficult to describe their thoughts and feelings.
Answer: TRUE
Diff: 1 Type: TF
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

15) You should include the open-ended comments from respondents in all of your research reports.
Answer: FALSE
Diff: 1 Type: TF
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

16) What is an MRP?
A) a marketer that creates research requests
B) someone that provides marketing research services
C) someone employed in marketing, relationship management, or public relations
D) a marketer that works with analytical tools
Answer: B
Diff: 1 Type: MC
Skill: Recall
LO: 1.1 Explain why it is important for marketers to be competent in marketing research

17) What does the term "systematic" refer to in regards to marketing research?
A) following rules to decrease errors
B) utilizing technology to collect and analyze information
C) ensuring MRPs are coordinating the research
D) broadcasting information
Answer: A
Diff: 1 Type: MC
Skill: Recall
LO: 1.2 Provide a technical definition and a marketer's definition of marketing research

18) Which of the following items is part of the "technical" definition of research?
A) interpretation
B) flexibility
C) statistical
D) mathematical
Answer: A
Diff: 1 Type: MC
Skill: Recall
LO: 1.2 Provide a technical definition and a marketer's definition of marketing research

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

19) Which of the following items is part of the "marketer's" definition of research?
A) conversation
B) broadcasting
C) brief
D) mathematical
Answer: A
Diff: 1 Type: MC
Skill: Recall
LO: 1.2 Provide a technical definition and a marketer's definition of marketing research

20) What does "marketing research as a conversation" refer to?
A) ensuring qualitative research is used
B) being flexible in your approach to research
C) ensuring the marketer and MRP work together
D) asking good questions of your respondents
Answer: D
Diff: 1 Type: MC
Skill: Recall
LO: 1.2 Provide a technical definition and a marketer's definition of marketing research

21) Why did the move toward mass production drastically change the marketing research industry?
A) companies could afford to hire external agencies to complete their research
B) companies started to care about the needs of their customers
C) profitability became more important
D) the distance between management and their customers increased
Answer: D
Diff: 1 Type: MC
Skill: Recall
LO: 1.3 Explain marketing research in terms of a conversation with members of a target group

22) Which of the following statements describes qualitative research?
A) includes a small number of respondents
B) allows for mathematical analysis
C) includes mainly closed-ended questions
D) is chosen when you need accuracy
Answer: A
Diff: 1 Type: MC
Skill: Recall
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

23) Which of the following statements describes quantitative research?
A) includes a small number of respondents
B) allows for mathematical analysis
C) includes mainly open-ended questions
D) is chosen when you need depth in the responses
Answer: B
Diff: 1 Type: MC
Skill: Recall
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

24) Which of the following scenarios requires quantitative research?
A) finding out why respondents chose your brand
B) determining the detailed steps of how the respondent uses your product
C) understanding the subtleties of how respondents think about your brand versus the competition
D) estimating the number of people that will buy your new product
Answer: D
Diff: 2 Type: MC
Skill: Applied
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

25) Which of the following scenarios requires qualitative research?
A) determining the detailed steps of how the respondent makes a purchase decision
B) finding out what percentage of people buy a competitive brand
C) knowing how many customers consider themselves adventurous
D) identifying the portion of the target market that is aware of your brand
Answer: A
Diff: 2 Type: MC
Skill: Applied
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

26) Why do companies perform marketing research?
A) to increase the number of customers
B) to learn more about the science of their product
C) to make better decisions
D) to reduce the risks associated with manufacturing techniques
Answer: C
Diff: 1 Type: MC
Skill: Recall
LO: 1.5 Explain the role of marketing research in business decision-making

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

27) In which scenario will a company most likely require marketing research?
A) selecting the ideal target market
B) identifying which materials are the easiest to manufacture
C) building a reward system for managerial performance
D) making any decision
Answer: A
Diff: 2 Type: MC
Skill: Applied
LO: 1.5 Explain the role of marketing research in business decision-making

28) If a company's dinner product does not taste good, what is their main problem?
A) They are limiting their audience.
B) They are not sustainable.
C) They will be successful in the long term, not the short term.
D) They are realistic.
Answer: B
Diff: 2 Type: MC
Skill: Applied
LO: 1.5 Explain the role of marketing research in business decision-making

29) What is the main purpose of a professional association in marketing research?
A) to shut down companies that are not following the guidelines
B) to provide mandatory licences for marketing research professionals
C) to complete marketing research projects
D) to provide codes of conduct
Answer: D
Diff: 1 Type: MC
Skill: Recall
LO: 1.6 Outline the role of professional associations in the marketing research industry

30) Which marketing research association is recognized around the globe?
A) ESOMAR
B) CIRC
C) MRIA
D) CMRP
Answer: A
Diff: 1 Type: MC
Skill: Recall
LO: 1.6 Outline the role of professional associations in the marketing research industry

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

31) Which quality of a solid marketing research project will help you choose the right data collection method for the problem at hand?
A) smart research design
B) intelligent interpretation
C) circulated knowledge
D) the right combination of questions
Answer: A
Diff: 1 Type: MC
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

32) Which quality of a solid marketing research project will help respondents share their thoughts more completely?
A) smart research design
B) customized reports
C) circulated knowledge
D) the right combination of questions
Answer: D
Diff: 1 Type: MC
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

33) Which quality of a solid marketing research project helps bring meaning to data?
A) intelligent interpretation
B) customized reports
C) circulated knowledge
D) the right combination of questions
Answer: A
Diff: 1 Type: MC
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

34) Which quality of a solid marketing research project will help the researcher understand the level of detail to include in their analysis?
A) intelligent interpretation
B) customized reports
C) circulated knowledge
D) smart research design
Answer: B
Diff: 1 Type: MC
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

35) Which quality of a solid marketing research project is most often forgotten by marketing research companies?
A) intelligent interpretation
B) customized reports
C) circulated knowledge
D) smart research design
Answer: C
Diff: 1 Type: MC
Skill: Recall
LO: 1.7 List the five qualities of a solid marketing research project

36) Compare the two definitions of marketing research (the "technical" and the "marketer's"). What are the main differences? How do they fit together?

Answer:
- The marketer's definition highlights the continuous nature of research, whereas the technical definition begins and ends with a problem/opportunity.
- The technical definition focuses on the business, whereas the marketer's definition focuses on the customer.
- The technical definition is more task-based. However, every task identified in the technical definition is the process by which the marketer's definition (an ongoing conversation) is achieved.

Diff: 3 Type: ES
Skill: Applied
LO: 1.2 Provide a technical definition and a marketer's definition of marketing research

37) Your school wants to know more about the experience of students taking online classes. They have not done any research on this topic yet. They want to understand students' in-depth perceptions and attitudes toward online tasks and why the respondents feel that way. They also want to know how students approach their online studies on a day-to-day basis, the order in which they complete all of their activities, and what works well and doesn't work well. Would you recommend quantitative or qualitative research? Why?
Answer:
- Qualitative research is the best approach for this scenario.
- The issues at hand require the respondent to provide open-ended responses about what they are feeling, why, and the subtleties of their behaviour.
- This is not a situation where we have closed-ended and structured response options.

Diff: 3 Type: ES
Skill: Applied
LO: 1.4 Describe the difference between quantitative and qualitative marketing research

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank

38) Explain how, even if you do not become a marketing researcher, it will be useful as a marketer to be knowledgeable about the five qualities of a successful marketing research project.
Answer: Any one reason from each quality:

- Being knowledgeable about "smart research design" will help a marketer
  - articulate the problem/opportunity and objectives better.
  - evaluate the data collection methods in both primary and secondary research.
  - create a better marketing research brief.
- Being knowledgeable about "the right combination of questions" will help a marketer
  - assess the effectiveness of proposed questionnaires.
  - ask better questions during informal research.
  - judge the appropriateness of the questions used in secondary research sources.
- Being knowledgeable about "intelligent interpretation" will help a marketer
  - evaluate the effectiveness of analysis reports.
  - turn data into insightful information.
  - complete analysis on databases.
- Being knowledgeable about "customized reports" will help a marketer
  - suggest interesting combinations of variables to analyze.
  - easily request particular charts, tables, and analysis that will be effective.
  - create their own visuals based on data as needed.
- Being knowledgeable about "circulated knowledge" will help a marketer
  - mobilize the data through the company.
  - demand this stage be included as part of any marketing research project.
  - form a continued partnership with the researcher for future guidance

Diff: 2 Type: ES
Skill: Applied
LO: 1.7 List the five qualities of a solid marketing research project

© 2021 Pearson Canada Inc.

Marketing Research for Marketers (Canadian) 1st edition Callegher Test Bank